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METHOD AND APPARATUS FOR COMPUTED RELEVANCE MESSAGING

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ABSTRACT

The invention disclosed herein enables a collection of computers and associated
communications infrastructure to offer a new communications process which
allows information providers to broadcast information to a population of
information consumers. The information may be targeted to those consumers
who have a precisely formulated need for the information. This targeting may be
based on information which is inaccessible to other communications protocols.

The targeting also includes a time element. Information can be brought to the
attention of the consumer precisely when it has become applicable, which may
occur immediately upon receipt of the message, but may also occur long after
the message arrives. The communications process may operate without intruding
on consumers who do not exhibit the precisely-specified need for the
information, and it may operate without compromising the security or privacy of
the consumers who participate.